

UFVA Conference

Highlights Education Initiatives

The annual conference of the University Film and Video Association (UFVA) drew more than 350 instructors of film, video and multimedia to its annual conference, hosted in August 2005 by Columbia College in Chicago. The conference provides an opportunity for faculty from the nation's leading film and media schools to share experiences, confront challenges, and discuss educating the filmmakers of the future.

New Workflows Heighten Importance of Film Education

Many discussions focused on the rapidly expanding number of workflow variables facing filmmakers today in the face of evolving technology.

Cinematographer Michael Goi, ASC (**Judas**, **The Fixer**), a 1980 graduate of Columbia, took part in an evening Q&A session sponsored by Kodak. Goi noted, "In filmmaking, technology does not tell stories. It does not create memorable characters. There's a big difference between the how and the why. Why are we shooting the scene? Why is this important to the story? Those are the questions that we need to ask. And the answers will dictate how the scene needs to look."

In a world of rapidly changing technology, Goi added, film continues to be a reliable constant. "You can take a roll of 35mm film to any cinema," he noted, "and it can be viewed. But if I go halfway around the world with a DigiBeta tape, or a D5 tape, chances are they won't be able to do anything with it."

Charles Merzbacher of Boston University held a panel on digital postproduction. "The lessons learned through working with film last forever, even if the student never again touches the medium," he said. "Once students have grasped the subtleties of exposure or sharpened their visualization skills through their work with film, they're not likely to lose that knowledge. Most of the concepts they pick up will be entirely applicable to their work in other media."



Above: Michael Goi, ASC, talks about changing technology and his experiences as a cinematographer during the Wednesday evening session sponsored by Kodak.

During a workflow case study, Columbia College faculty dissected the path of a successful student project from Super 16mm film origination to 35mm print via a 2K high-definition transfer. "Transferring Super 16 film to HD was a way to maintain professional-looking images," said Columbia's Charles Celandier. "We try to teach our students to be problem solvers. We plan to use this film and the methods we developed as an example for a long time to come."

Awards, Scholarships Focus on Student Work

Throughout the conference, awards were given and educational programs and tools were highlighted.

Delphine Suter of San Francisco State University and Matthew Ardine of Emerson College were named winners of the 2005 Eastman Scholarship competition for film students, and Roy Cross of Concordia University won the Kodak Faculty Scholar Award.

"We are committed to providing practical support for the next generation of filmmakers and their mentors at this critical juncture in their careers," said Colette Scott, worldwide education segment manager for Kodak's Entertainment Imaging Division.

Suter won an \$8,000 scholarship and will be invited to participate in the 2006 Kodak Emerging Filmmaker Program. Ardine won a \$4,000 scholarship.

Cross, an assistant professor at the Mel Hoppenheim School of Cinema at Concordia University in Montreal, won an \$8,000 production grant to support production of a 10-minute black-and-white project on 35mm film.

Members of the UFVA also made the final selection of winners for the premiere of this year's NextFrame Film Festival. The winning filmmakers in each category received a \$1,000 product grant from Kodak and an invitation to participate in the 2006 Emerging Filmmakers Program.

Visit www.temple.edu/nextframe for more information. ■



Above: Delphine Suter of San Francisco State University, winner of an \$8,000 scholarship in this year's Eastman Scholarship competition, addresses the UFVA conference. Looking on is Colette Scott, worldwide manager of Kodak's educational initiatives.



Above: Peter Postma, digital/hybrid sales representative for Kodak's Entertainment Imaging Division, demonstrates the capabilities of the Kodak Look Manager System to a UFVA participant.

Below: Kodak education products were available at the company's exhibit booth at UFVA 2005.

Kodak also highlighted a number of products at their booth designed to help educators at UFVA. Hands-on demonstrations of the Kodak Look Manager System garnered a lot of interest. The system enables cinematographers to create, communicate and manage subtle nuances in film looks from previsualization through postproduction. Also attracting attention were a series of educational CDs on cinematography, lighting of film, nature of film, color and light, motion picture business, postproduction, Super 16 production, and workflow planning.

